

## ORDER



Orders Order / Rev: 69364  
 Alt Order #: /Brad  
 Product Desc:   
 Estimate:   
 Flight Dates: 11/01/12 - 11/05/12  
 Original Date / Rev: 10/31/12 / 10/31/12  
 Order Type: GENERAL

Primary AE:   
 Sales Office:   
 Sales Region:

## WLYH CW15

Millennium Washington DC  
 MNAT  
 National

Agency Name: Greer Margolis Mitchell  
 Buying Contact:   
 Billing Contact:   
1010 Wisconsin Ave  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Obama/D/President  
 Demographic: A35+  
 Product Codes: Presidential Elections  
 Priority: P-2  
 Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:   
 Order Separation: 00:15:00  
 Advertiser External ID:   
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	87	\$8,210.00	\$6,978.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	87	\$8,210.00	\$6,978.50	0.00
Totals	87	\$8,210.00	\$6,978.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

Order Share	Share	Total
WLYH CW15	5%	\$8,210.00
Market	100%	\$164,200.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$155,990.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M- TF- -	:30	4	\$35.00	P-2	0.00	NM	4	\$140.00
E 2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
E 6	WLYH	11/01/12	11/05/12		CM	1p-2p	M- TF- -	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00

Order / Rev: 69364  
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 Flight Dates: 11/01/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: **WLYH CW15**  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				M-F 1p-2p													
				M-F 1p-2p													
E 7	WLYH	11/01/12	11/05/12	M-F 2p-3p	CM	2p-3p	M- TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00		
				M-F 2p-3p													
E 8	WLYH	11/01/12	11/05/12	M-F 3p-4p	CM	3p-4p	M- TF--	:30	4	\$80.00	P-2	0.00	NM	4	\$320.00		
				M-F 3p-4p													
E 9	WLYH	11/01/12	11/05/12	M-F 4p-5p	CM	4p-5p	M- TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00		
				M-F 4p-5p													
E 10	WLYH	11/01/12	11/05/12	M-F 5p-6p	CM	5p-6p	M- TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00		
				M-F 5p-6p													
E 11	WLYH	11/01/12	11/05/12	M-F 6p-7p	CM	6p-7p	M- TF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00		
				M-F 6p-7p													
E 12	WLYH	11/01/12	11/05/12	Sa Prime Access Rotato	CM	7p-8p	-----S-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00		
				Sa 7p-8p													
E 13	WLYH	11/01/12	11/05/12	M-F 7-730p	CM	7p-730p	M- TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00		
				M-F 7p-730p													
E 14	WLYH	11/01/12	11/05/12	M-F 730p-8p	CM	730p-8p	M- TF--	:30	8	\$200.00	P-2	0.00	NM	10	\$1,750.00		
				M-F 730p-8p													
Spot	Ch	Date Range		Description		Start/End Time				Weekdays		Length		Rate	Type		
3	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	(\$200.00)	0.00	NM		
				See MG 14.9,14.10,14.11,14.12,14.13,14.14													
				[Preempted by NSM]													
4	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	(\$200.00)	0.00	NM		
				See MG 14.9,14.10,14.11,14.12,14.13,14.14													
				[Preempted by NSM]													
6	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	(\$200.00)	0.00	NM		
				See MG 14.9,14.10,14.11,14.12,14.13,14.14													
				[Preempted by NSM]													
7	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	(\$200.00)	0.00	NM		
				See MG 14.9,14.10,14.11,14.12,14.13,14.14													
				[Preempted by NSM]													
9	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	\$200.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
10	WLYH	11/01/12-11/05/12		M-F 730p-8p		730p-8p				M- ThF----		:30	\$200.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
11	WLYH	11/01/12-11/05/12		M-F 7-730p		7p-730p				M- ThF----		:30	\$275.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
12	WLYH	11/01/12-11/05/12		Sat Reg 2		9p-10p				-----Sa--		:30	\$175.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
13	WLYH	11/01/12-11/05/12		Su 1130p-12a		1130p-12a				-----Su		:30	\$50.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
14	WLYH	11/01/12-11/05/12		Su 1130p-12a		1130p-12a				-----Su		:30	\$50.00	0.00	NM		
				Ⓜ MG for 14.4,14.7,24.3,14.3,14.6													
				[MG within Flight]													
E 15	WLYH	11/01/12	11/05/12	M-F 10p-1030p News	CM	10p-1030p	M- TF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00		
				CBS 21 News on CW 15													
E 16	WLYH	11/01/12	11/05/12	M-F 1030p-11p	CM	1030p-11p	M- TF--	:30	4	\$65.00	P-2	0.00	NM	4	\$260.00		
				M-F 1030p-11p													
E 17	WLYH	11/01/12	11/05/12	M-F 11p-1130p	CM	11p-1130p	M- TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00		
				M-F 11p-1130p													
E 18	WLYH	11/01/12	11/05/12	M-F 1130p-12a	CM	1130p-12a	M- TF--	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00		
				M-F 1130p-12a													
E 19	WLYH	11/01/12	11/05/12		CM	1030p-1130p				:30	1	\$50.00	P-2	0.00	NM	1	\$50.00

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Advertiser: Obama/D/President  
 Product Desc: **WLYH CW15**  
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 1030p-1130p Sa 1030p-1130p			-----S-								
E 20	WLYH	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
E 24	WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$150.00	P-2	0.00	NM	1	\$150.00
Spot	Ch	Date Range		Description		Start/End Time			Weekdays	Length	Rate	Rtg	Type		
3	WLYH	11/01/12-11/05/12		Sat Reg 1		8p-9p			-----Sa--	:30	(\$150.00)	0.00	NM		
				See MG 14.9,14.10,14.11,14.12,14.13,14.14 [Preempted by NSM]											
E 26	WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
E 27	WLYH	11/01/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$135.00	P-2	0.00	NM	1	\$135.00
E 28	WLYH	11/01/12	11/05/12	Big East Football Big East Football	CM	Various	-----S-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
N 29	WLYH	11/01/12	11/05/12	Su 6-7p Su 6p-7p	CM	6p-7p	-----S	:30	1	\$55.00	P-2	0.00	NM	1	\$55.00
N 30	WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
N 31	WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p News CM CBS 21 News on CW 15	CM	10p-1030p	-----11	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
N 33	WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N 34	WLYH	11/01/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	-----F--	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00

Totals 87 \$8,210.00